

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-9232

Fax (716) 634-3145

February 27, 1997

RJR Account #023880
Mr. D. Beaudet
ASSOCIATED GROCERS

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear David:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **60** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	FF King	1
12300-15312	FF 100	1
12300-15112	Light King	1
12300-15212	Light 100	1

Product PO # DAB ; Displays DAB
Product / Premium Arrival: March 24, 1997

Ship Date to Retail: Week of: March 31, 1997

Lighters: (Item #521573)

SKU CUBE: 1.1490

SKU WT (w/o Product): 4.1900 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$2,104.05

Non-EFT \$ Amount: \$N/A

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2-

B2GPF

ASSOCIATED GROCERS

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Deshanes

RJR / H. Battle

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V:APRDOR.DOC

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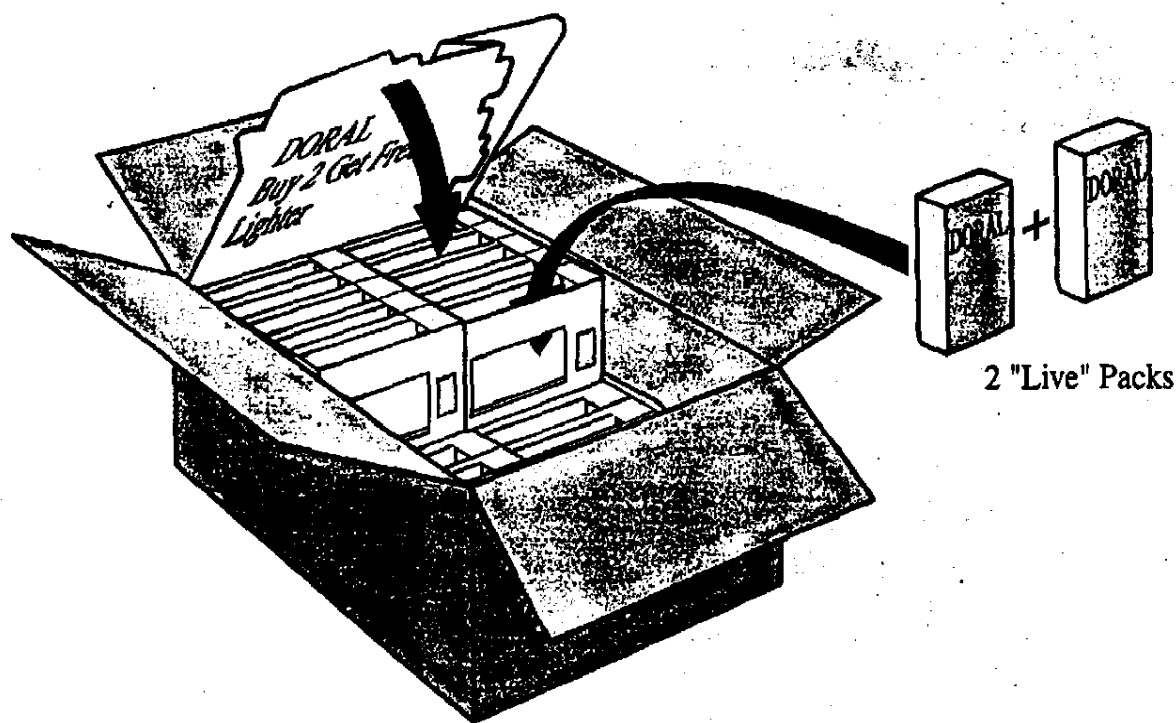
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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WHOLESALE : 023880 ASSOCIATED GROCERS OF <DIRECT>
 TEMPLATE : 700050 70400 DORAL APR LTR
 TEMPLATE SEQ : 0004
 SALES LEVEL : 16XXXX

DATE: 97-02-20
 TIME: 04:32 PM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112604	112622	253338	DAIRY MART 2335	271 SPRING ST	MEDFORD	MA	02155	1		0205-1100		(617)391-7882
112605	112623	106764	ELM ST MARKET	178 ELM ST	EVERETT	MA	02149	1			90331	(617)387-5520
112805	112827	103306	VILLAGE KNOLL	107 W MAIN ST	MILLBURY	MA	01527	1			10353	(508)865-9290
112806	112825	755567	CHARLIES VARIETY	30 DOUGLAS ST	UXBRIDGE	MA	01569	1			90275	(508)278-7522
113006	113021	108119	BOSTON I STORE	410 HANOVER ST	BOSTON	MA	02113	1			90328	(617)523-4056
113007	113025	759000	CHARTLEY COUNTRY ST	319-B TREMONT STR	REHOBOTH	MA	02769	1			90083	(508)226-4215
113009	113024	108377	BAYSTATE FOODS	1418 BEACON ST	BROOKLINE	MA	02146	1				(617)232-2587
163804	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	WEST LEBANON	NH	03784	1		2438-0000		(603)298-7923
163806	163826	420661	COLONIAL VILLAGE MK	PARK AVENUE	CONTOCOOK	NH	03229	1			10029	(603)746-4600
163808	163824	445687	GOBINS TOWN & CTRY.	#10453	GOFFSTOWN	NH	03045	1			10453	(603)497-2632
163808	163824	691347	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH	03032	1			10136	(603)483-8176
163804	163827	542332	FOODSTOP	89 MAIN ST	WEST LEBANON	NH	03784	1		2438-0000		(603)298-6842
163806	163826	104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE	PLYMOUTH	NH	03264	1			90512	(603)536-1880
163806	163826	702881	LIBERTY ROCK COUNTR	RR 1 BOX 8	GRAFTON	NH	03240	1				(603)523-7309
163806	163826	724756	GREENS CORNER STORE	RTE 162	CENTER HARBOR	NH	03226	1		2794-0200		(603)253-4514
163807	163823	104284	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	03103	1			10145	(603)622-3753
112204	112227	105151	SOLOMON'S STORE	MAIN ST	W STEWARTSTOWN	NH	03597	1			10016	(603)246-8822
112208	112225	674717	DEVYLDERS COMMUNITY	39 CENTER ST	WOLFEBORO FALL	NH	03896	1			10256	(603)569-8944
163805	163820	318158	CUSTEAUS MKT	RT 111 SHOPPERS V	EAST HAMPSTEAD	NH	03826	2			10465	(603)382-5478
163801	163827	105195	ALDRICH'S MARKET	MAIN STREET	NORTH HAVERHIL	NH	03774	1			90032	(603)787-6241
163801		105252	VILLAGE GROCERY	MAIN ST	BETHLEHEM	NH	03574	1			10281	(603)869-2201
163802	163821	104143	CARRS STORE	RT 101	DUBLIN	NH	03444	1			90090	(603)563-8478
163802	163822	724665	SILVAMART	738 ELM STREET	MILFORD	NH	03055	1			10194	(603)673-9083
163802	163821	075253	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	03440	1		5486-0000		90627 (603)588-6893
163802	163821	104413	DELAY INC. #349	ROUTE 31	GREENFIELD	NH	03047	1			10349	(603)547-3414
112204	112227	755015	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH	03838	1			10125	(603)383-9742
112206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	1				(603)778-1526
112208	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH	03855	1			10470	(603)859-5400
163804	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	1			90442	(603)353-4703
163801	163827	633097	SAMS SUPERMARKET	21 JEFFERSON RD	WHITEFIELD	NH	03598	1			10057	(603)837-2646
163807	163823	104261	BEECHMONT MARKET	609 S BEECH ST	MANCHESTER	NH	03103	1			10113	(603)669-3016
163802	163821	104145	WAYNOS FOOD MART	#10258	ANTRIM	NH	03440	1				(603)588-6363
163801	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	WHITEFIELD	NH	03598	1			90061	(603)837-9153
163803	163825	104119	RALPHS SUPER	MAIN ST	CHARLESTOWN	NH	03603	1			10182	(603)826-3312
163804	163827	755242	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	03749	1			10240	(603)632-4638
163806	163826	755134	TENNEY MT. KWIK-CHEC	TENNEY MTN RD	PLYMOUTH	NH	03264	1			90513	(603)536-3352
163807	163823	643528	ABBOTTS MKT. #10350	436 D.W.HWY.	MERRIMACK	NH	03054	1			10350	(603)424-3020
162301	163830	113967	KEELER BAY VARIETY	RT 2	SOUTH HERO	VT	05486	1				(802)372-4465
163809		114034	JAQUE'S STORE	MAIN STREET	HUNTINGTON	VT	05462	1				(802)434-2674
163801	163829	290293	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	05843	2			90215	(802)472-6677
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1			13032	(802)988-2285
163803	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	05101	1		5486-0000	90625	(802)463-4008

5N55BZ

WORKPLAN VAP TEMPLATE LISTING

PAGE: 2
DATE: 97-02-20
TIME: 04:32 PMWHOLESALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163803	163825	907480	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	05156	1		5486-0000	90263	(802)885-3386
163803		229253	CHESTER GENERAL	RTE 103	CHESTER	VT	05143	1			90229	(802)875-3813
163801	163827	113753	BUDBOS INC.	84 MAIN ST	NEWPORT	VT	05855	1			10134	(802)334-8661
163803	163825	031254	FOOD STOP	209 RIVER ST	SPRINGFIELD	VT	05156	1		2438-0000		(802)885-5310
163804	163827	114265	FOOD STOP	RTE 5	WHITE RIV JCT	VT	05001	1		2438-0000		(802)295-7529
162301	163830	623843	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT	05458	1			90433	(802)372-4531

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 50

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 50

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03/13/97 15:22
ORDER NUMBER: 7076-0787

MAXIMUM	ORIGINAL	L	REMAIN
ORDER	ALLOC	E	ALLOC
QTY	QTY	V	QTY
	5315	R	60

PF3 - RETURN TO PREVIOUS SCREEN PF7 - SCROLL UP
PF4 - CONTINUE WITH ORDER PF8 - SCROLL DOWN
PF12 - MAIN MENU

PF1 - HELP

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